Sports Marketing 5.2
Sports Promotion & Projects

Event & Sport Promotion

Promotion Plan Elements

Advertising

Newspaper, TV, Radio, Internet, Outdoor, Transit

Sales Promotion

- Sales Force/Retailer Promotions
- Special Offers/ Coupons

Public Relations

Special Interest/Co-Promotions

Sponsorship

- Special Event Sponsorship, Exposure @ Event

Personal Selling

Sales Force/Retailer Promotions

Sports Marketing Promotion

Promote The sport

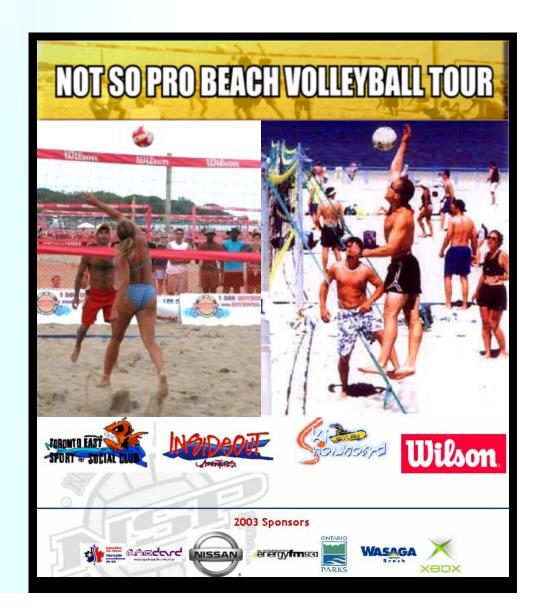
Promote the event

Inform of events

Persuade to Attend

Remind of details:

- When, What, Where, Who,...
- Benefits of sponsorship
- Return On Investment...



Promotion Mix for Sports Event



Combination of promotional efforts for a team/sports property

Aimed at promoting an event



Utilizes several different types of promotions & Media



Takes Place over time

utilizes an ad schedule

Evaluated at several different stages



Sponsor's Promotion Mix

The combination of:

- Advertising
- Personal Selling
- Sponsorships
- Public Relations
- Sales Promotions

Focused on the sponsor at one/related events



Teachers... Development of Promotion Mix

Promotion project suggestions:

- 1. Find Examples of sports Advertising OR PROMOTION (optional)
- 2. Develop a promotion plan For an Event/Property
 - (required activity)

Teachers... performance project overview

- Usoe performance competency "A"
 - "Develop a promotion plan for a sports property or event"
- On the following slides:
 - Overview of suggested elements
 - suggestions for each element
 - Suggested project emphasis & rubric
 - Individual teachers can determine the scope/focus of student projects within the set "guidelines"

Teachers... Standard Five Projects

Promotion Plan Elements

- 1. TV Storyboard
 - minimum of 8 frames w/ script
- 2. Print Newspaper print ad
 - Color or b/w
- 3. Radio Script
 - 15, 30, or 60 second script
- 4. Outdoor
 - Billboard or Transit Ad
- 5. Internet
 - Web Site or banner ad

Teachers... Standard Five Projects

Promotion Plan Elements continued

- Sales Promotion sales force
 - To be implemented by a retailer's sales people
- 7. Sales promotion coupons
 - To be honored by a retailer/sponsor
- 8. Public relations cause marketing
 - Special interest marketing effort
 - Implemented within an event
- 9. sponsorships
 - Event mktg w/ specialized exposure
 - Title or signature sponsorship
 - Naming rights, category sponsorship

Teachers... Project suggestions & rubric

- Students should complete six (6) of the nine (9) elements
- Students may work independently or collaboratively
- Promotions should be unique and not violate copyrights
- School activities and fantasy teams may be the easiest to manage
- Emphasis should be placed on creativity and marketing value
 - As apposed to artwork &/or graphics
- Students should be able to implement the promotion plan
 - Although implementation is NOT required